

BIG HAIRY DOG



September, 2008

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

Inside this issue:

2008 Tax Incentive ENDING SOON	2
THE IVY COTTAGE wins 5 Free Tech Hours	2
Retail Pro HELP at your fingertips	2
BHD Customers Recognized	2
BHD Traveling to Tradeshows	3
BHD South Park Malaneys	3
Techs on Tour	4
Upcoming Webinars	4

DID YOU KNOW...

Big Hairy Dog is OPEN 363 DAYS A YEAR!

Thanksgiving and Christmas are the only 2 days we close our doors. Every other day of the year when you call BHD, a PERSON, not a machine will answer the phone.

**Mon-Fri: 6am to 6pm PST
Sat-Sun: 9am to 2pm PST
HOLIDAYS: 8am to 5pm PST**

That is service you can't beat!

Cities with major and minor league sports teams go wild with enthusiasm and pride for their team. Sacramento is no exception. Residents pour into the Raley Field stadium, even on the hottest of Sacramento's summer nights to watch the Sacramento River Cats play against other Minor League ball teams.



The 2007 season ended as the River Cats players stood in the diamond of Raley Field, as a packed house of fans roared to the lifting of the 2007 Pacific Coast League Championship trophy.

2008 marks the Sacramento River Cats' ninth season in California's Capital City. The River Cats franchise was purchased by majority owner Art Savage in October 1998, and was relocated to Sacramento just prior to the 2000 season from Vancouver, Canada.

While known as the Vancouver Canadians, they were the 1999 Triple-A World Series Champions. Today they are at home in West Sacramento's Raley Field, which is nestled along the Sacramento River, and built specifically for the River Cats.

The Sacramento River Cats' involvement in the community is an important part of the organization. The River Cats Foundation was set up to help local organizations achieve their goals. They offer classrooms or

entire schools the opportunity to attend an educational assembly at Raley Field, followed by a free pre-season baseball game.

Jess Olivares is the Retail Pro system manager for the merchandise store at Raley Field. We recently spoke to Jess about the River Cats and their use of Retail Pro.

BHD: What Point-of-Sale system did you use before Retail Pro?

Jess: We were entirely manual before we purchased Retail Pro, so this is the first Point-of-Sale system we've used.

BHD: Did you research other POS systems before you choose Retail Pro?

Jess: Yes, we did research and comparison shopping, but in the end, Retail Pro was the system that best suited our needs.

BHD: Why Retail Pro?

Jess: Our Service Manager had prior experience using Retail Pro. He had used it at a previous job, and highly recommended it as the right choice for our ball park.

BHD: In your opinion, what are the best features of the system?

Jess: What I appreciate most is the easy-to-access Purchase Orders and Vouchers. The PO feature helps us enormously in knowing what we have and have not received from our vendors.

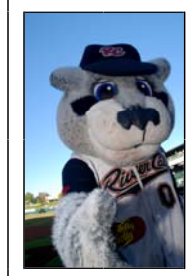
BHD: How has Retail Pro impacted your business operations at the POS and Merchandise Store at the stadium?

Jess: Retail Pro provides us with useful management information regarding order points, historical sales, etc. This allows us to better plan out our inventory for the next season. It also allows us to have real time visibility in regards to the quantities on hand.

BHD: Why did you choose Big Hairy Dog as your service provider?

Jess: We went with Big Hairy Dog simply because they were a local dealer. However we have received great training from Tanya, and have worked with a number of techs, all of which have been very helpful in assisting us to resolve each issue we've had.

We enjoy our relationship with Big Hairy Dog and appreciate their quick responses to our needs.



HUGE 2008 Tax Incentive- ENDING SOON!

In addition to providing stimulus payments to individuals, the Economic Stimulus Act of 2008 provides incentives to businesses. BIG INCENTIVES!!

These incentives include a special 50-percent depreciation allowance for 2008 purchases and a HUGE increase in the small business expensing limitation for tax years beginning in 2008.

FOR THE FIRST TIME IN HISTORY a business can expense up to \$250,000

(almost DOUBLED from 2007) of section 179 for personal property purchased in 2008. Additionally, businesses can expense 50% for purchases over \$250,000.

THIS INCENTIVE WILL END SOON!! IN 2009 AND 2010, THE INCENTIVE WILL BE REDUCED TO \$125,000.

These incentives make NOW the best time EVER to purchase hardware and software. Whether you need to expand, upgrade or just replace some old equipment, purchase now... WHILE THIS TAX INCENTIVE IS STILL AVAILABLE!

Please talk to your business accountant for all details.

CALL BIG HAIRY DOG TODAY!!

800-377-7776

BHD Courtesy Survey July Winner

Big Hairy Dog is continuing to send out the Tech Courtesy Surveys to all of our customers. Look for these every other month.

When you complete the survey and return it to BHD, your name will be entered into a drawing to win **5 FREE TECH HOURS** for your business.

CONGRATULATIONS to THE IVY COTTAGE, winner of the July drawing.

The Ivy Cottage is a charming Gift and Home Décor company in Los Banos, located in central California.

Congratulations to another great customer!

Retail Pro HELP at your Fingertips

Did you know that Retail Pro provides online Help on all system topics at the touch of a key? You can search any keyword with a simple click.

When you are in Retail Pro, pressing the **F1 Key** on your keyboard will bring the locally-installed HELP topics to the screen in easy-to-read PDF format.

In fact, Retail Pro's HELP is context sensitive. In other words, if you're in the Purchase Order section of Retail Pro, and press the F1 Key, HELP will open indexed to the PO section of the manuals. It goes directly to the topics of your location in the system.

If you want to know how to do a markdown you can just press F1, click on 'Search' and type in the word "markdown" to go right to step-by-step instructions.

If you haven't already, please check out Retail Pro HELP. For more information, please call 800-377-7776.

BHD Customers Recognized!

Big Hairy Dog takes every opportunity to share customer's stories and successes to our entire customer base around the world. We believe we have the best customers and we strive to do whatever it takes to help them be as successful as possible.

A couple of BHD customers were recently recognized for their success:

1. **Yves Fine Lingerie**, a popular lingerie shop in Roseville, CA, was voted '**Best Lingerie Shop**' by '*Best of Intima Magazine*'. This is a prestigious magazine and a great honor for Yves Fine Lingerie!
2. **Funtastic Play Centers, Inc.** was recently listed in Sacramento Business Journal as one of the top Sacramento-based Franchises.

Knowing the history of hard work, expertise and good business decisions behind these stores, we at Big Hairy Dog congratulate them both for being recognized in their industry.

Don't forget to catch those **FREE tech support hours!**



Many of our customers are catching on! Just by referring a business to BHD, you will receive **2 FREE HOURS** of Tech support. If your referral purchases Retail Pro from us, you will receive an **ADDITIONAL 3 FREE HOURS!** That's a **\$625 Value!!**

SPREAD THE WORD—CATCH THOSE FREE TECH SUPPORT HOURS.

YOU MAY NEVER HAVE TO PURCHASE TECH SUPPORT AGAIN!!
Call Carol at 800-377-7776

Big Hairy Dog Traveling To Trade Shows Across the Country

Big Hairy Dog participates each year in a number of Retailer Trade Shows around the country. We demonstrate Retail Pro software to retailers specializing in apparel, gifts, sports and footwear, just to name a few.

When the 2008 Summer Trade Shows are over, Big Hairy Dog sales reps, techs and trainers will have traveled to Portland, Atlanta, Seattle, Las Vegas, Salt Lake City, San Francisco, Chicago, and San Diego.

We are always happy to help retailers across the nation find better business solutions for their POS, Inventory Management and data capture and reporting processes.

Big Hairy Dog also uses these trade shows as a time to offer free tech support and training to our customers. Customers may call and schedule time with a BHD tech or trainer at a trade show. This gives us another opportunity to connect with our great customers as well as provide FREE training and tech support. We consider this just another way to live by our motto:

"We break every rule to take care of our customers."

To schedule free training or tech support at a tradeshow, please call Christina at 800-377-7776.

BHD USED HARDWARE

Big Hairy Dog knows that not every customer needs or can afford new hardware. That's why we provide a reduced-cost option for the purchase of hardware.

USED HARDWARE is available in:

- ◆ POS Equipment
- ◆ Backroom
- ◆ Monitors
- ◆ Miscellaneous

Miscellaneous consists of hubs, routers, switches, UPS Backup and Firewall.

All used equipment has been refurbished and comes with a complete 30-day depot warranty.

Next time you need reliable hardware, and want to save a few dollars, call us and see what is in stock.

800-377-7776
Ask for April or Felicia

Meet our BHD South Park Malaneys



Mic Malaney—President of Big Hairy Dog, is a man of many passions. Besides his passion for creating happy BHD customers, Mick loves his role of drummer in the Sacramento-based band, Delta Breeze. Band practice takes place here at BHD every Thursday night, and employees get to work to the great sounds of 'Chain of Fools', 'Heatwave' and 'Unchain my Heart.'

On a mild day, you can expect Mic to roar up to BHD on his Harley, wearing helmet, bandana and chaps. Mic keeps the company on their toes, while bringing a lot of fun to the workplace.



Sandy Malaney—CEO of Big Hairy Dog, is also ardent about many things. Sandy teaches by example such principles as time-management, and 'NEVER say never'. No one delivers the message to Sandy that 'it can't be done!'

While Mic primarily manages the tech side of the business, Sandy manages the other departments including Accounting, Administration, Marketing and Sales. Both Mic and Sandy keep the company on a strict regiment of hard work and hard play.

It is important to Sandy that everyone in the company get a chance to party outside of work, and plans an annual trip for all employees where no one is allowed to talk about work. Even though the whip in her hand is not there accidentally, Sandy is good-natured, and finds a great balance between managing and mentoring.

To the BHD employees, Mic and Sandy create a company culture that is so rare to find, many may just stay forever.

www.bighairydog.com

3205 Ramos Circle
Sacramento, CA 95827

Main Phone: 800-377-7776
916-368-3939

Fax: 916-368-1411

E-mail: info@bighairydog.com

Founded in 1993, Big Hairy Dog is named after Molly, an English Sheep Dog belonging to BHD Founders, Mic and Sandy Malaney.

Molly was a wonderful pet who gave much to those in her life and inspired Mic and Sandy to name their business after her. She became a beloved part of the work environment.

Even though Molly is no longer with us, her influence lives on, as Big Hairy Dog continues to be a dog-friendly company, with 4-legged creatures inhabiting the workspace along with their human counterparts.



Molly

Techs on Tour—Sept. Tour

Sept. 4-6	San Diego, CA	Tech
Sept. 8-9	Ontario, CA	Tech
Sept. 8-10	New York, NY	Trainer
Sept. 8-12	Yelm, WA	Tech
Sept. 9-10	San Luis Obispo, CA	Tech
Sept. 11-12	Fort Bragg, CA	Trainer
Sept. 15-19	San Francisco, CA	Tech
Sept. 22-25	Reno, NV	Trainer
Sept. 29	San Diego, CA	Tech

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country. To have a Tech or Trainer come to your company, it's as easy as calling:

800-377-7776.

If you schedule a visit when we are already in your area, you can save money by sharing the cost of traveling expenses.

BHD Techs are certified in Retail Pro software, and can answer all your questions, or will research to find the answer.

Our Trainers are the best in the industry at tailoring Retail Pro demonstrations to fit your individual needs.

Find out where Techs on Tour will be in the upcoming months, by checking the BHD website: **bighairydog.com/techtour.htm**

The Techs on Tour schedule is continually being updated, so check our website often to see if we are coming to your area.

Call today to schedule a tech or trainer to visit your company and increase the education of your staff.

UPCOMING WEBINARS

Big Hairy Dog is offering Version 8 customers FREE online training. We hope you will take advantage of this great opportunity to receive ongoing re-fresher courses. View the upcoming monthly topics at: www.bighairydog.com/onlinetraining.htm.

To receive login info, call the BHD service staff . 800-377-7776

SEPTEMBER WEBINARS:

Sept. 10, 4-6pm PST
Inventory Creation

Sept. 24, 4-6 pm PST
POS & X/Z Out

NOTE:

Please call 1-800-377-7776 with any Webinar Topics of interest to you.

OCTOBER WEBINARS:

Oct. 8, 4-6pm PST
Multi-Store Distribution

Oct. 22, 4-6 pm PST
Document & Screen Designer

NOVEMBER WEBINARS:

Nov. 5, 4-6pm PST
Clean House / PO and SO
Maintenance

Nov. 18, 4-6 pm PST
Sales Orders